# Idaho Transportation Department
# Solicitation #2011-03

## Title

Media Messages and Tools to Reduce Fatalities and Serious Injuries from Single Vehicle Run-Off-the-Road Crashes

## Problem Statement

Single vehicle run-off-road (ROR) crashes resulted in 49 percent of Idaho's traffic fatalities (624 individuals) between 2004 and 2008. Seventy percent of the single-vehicle ROR crashes resulted in a rollover. For this period, Idaho's crash data indicates that the contributing factors towards these ROR fatalities include: impaired driving (26 percent), speed (20 percent), inattention and/or distraction (18 percent), overcorrection (17 percent), and sleepy or drowsiness (6 percent). Overturning/rollovers were the most harmful event in 70 percent of the fatal single vehicle ROR crashes. Of those killed in these crashes 75 percent were not wearing seatbelts. Of the single-vehicle ROR fatalities, 79 percent occurred on rural roads. Single-vehicle ROR crashes contributed to 35 percent of the economic costs of crashes in Idaho.

## Objectives

Single-vehicle ROR crashes are a significant contributor to Idaho's traffic fatalities. Idaho's 2010 Draft Strategic Highway Safety Plan has placed an emphasis on reducing the number of crashes caused by lane departure, including single vehicle ROR crashes. The Idaho Transportation Department's (ITD) safety performance measure is to reduce Idaho's 5-year fatality rate. ITD's Office of Highway Safety (OHS) is seeking tools to effectively change the behavior of Idaho's target audience represented in the single-vehicle ROR crashes. Expected outcomes of this project would include:

1. Provide a list of proven effective practices, concepts, or tools from other similar states, projects, or studies.
2. Identify Idaho's single vehicle ROR target audience.
3. Recommend messages and delivery tools to reduce single vehicle ROR fatalities.
4. Recommend ways to develop grass roots efforts and programs to reduce single ROR fatalities at the local level.
5. Recommend evaluation tools to assess effectiveness of this effort.

OHS is not requesting completed television or radio ads or billboards or other finalized tools of delivery because we have the expertise to develop the ads and artwork ourselves.

## Research Proposed/Tasks

1. Provide a list of proven effective practices, concepts, or tools from other similar states, projects, or studies.

2. Identify the single-vehicle ROR target audience. Review single-vehicle ROR crash data to identify common factors, situations and/or high risk driving behaviors. This will allow media programs to be developed towards specific causes and/or instigating circumstances. The data reviewed should include but not be limited to:
    - Roadway Design: Posted speed limit, road alignment, road function classification, signage,
    - Vehicle: Vehicle speed, number of passengers, vehicle type, crash with another object.
    - Occupants: Licensed?, sex, age of driver, age of passengers, blood alcohol content, restraint use, area familiarity, drug usage, inattention/distracted driving.
    - Injuries/Property Damage: severity, air bag deployment.
    - Environmental: Direction of sun, weather conditions, animal(s) involvement.
    - Crash Factors: Vehicle performance problems, driver performance related or road situation.
    - Crash Information: Time of day, day of the week, month of the year, holiday/weekend.
3. Recommend messages and delivery tools to reduce single-vehicle ROR fatalities. Review and identify best practices, media messages, campaigns and alternative tools used by other states, programs, or studies to target the specific demographics consistent with those involved in single-vehicle ROR crashes. Recommended messaging and delivery tools should address the following:
    - Effectiveness.
    - Efficient use of limited resources.
    - Recommended messaging and tools: Internet and other electronic formats, public education programs, public and legislative awareness projects/campaigns, publication of crash costs, law enforcement strategies, publication showing the changes in insurance costs, media message boards, public service announcements, and behavior modification programs to name a few.
    - Methods to build/maintain credibility with the driving public.
4. Recommend ways to develop grass roots efforts and programs to reduce single-vehicle ROR fatalities at the local level.
5. Recommend evaluation tools to assess effectiveness of this effort.

## Deliverables

1. Provide a list of proven effective practices, concepts, or tools from other similar states, projects, or studies within the first 3 months, with periodic updates with each quarterly report.
2. Quarterly progress reports.
3. Ongoing communication with OHS on messaging and effective tools.
4. Identify Idaho's single-vehicle ROR target audience.
5. Recommend messages and delivery tools to reduce single vehicle ROR fatalities.
6. Recommend ways to develop grass roots efforts and programs to reduce single ROR fatalities at the local level.
7. Recommend evaluation tools to assess effectiveness of this effort.
8. Final report of the work efforts, findings, conclusion, and cost versus benefit analyses.
9. Provide a list of prospective results/costs/difficulties that could be expected upon initiation.
10. Provide training or demonstration of effective tools to the OHS staff.

11. Present findings and recommendations to ITD executive staff at the conclusion of the work efforts.
12. Develop a list of follow-up concerns to be reviewed yearly by ITD.

## ITD Project Involvement

ITD will work with the selected researcher in discussions of the nature of the issue and past efforts to address it. We expect to have ongoing communication on a regular basis about our programs, demographics, and crash data. We expect this to be a mutually beneficial relationship so that what is recommended for Idaho can be used to help us, and help other states with their similar issues.

Crash data and analysis are available and will be made available to the successful from 2000 to 2010 on both crashes and on single-vehicle ROR crashes in Idaho. Additional data and analysis are available upon request.

## Estimated Project Duration

12 months

## Project Budget Range

$30,000 - $50,000

## Proposal Format

All proposals must be formatted in accordance with the requirements specified in ***ITD's Request for Qualifications and Interest***, which is available at:

http://itd.idaho.gov/planning/research/proposals

Proposals must be received by the close of business **November 17, 2010**. Submit proposals by mail, e-mail, or facsimile using the contact information below:

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